

ABSTRACT

Apparatus for data printing and data writing to a memory tag on or in a base medium is described. The apparatus includes a print head for printing onto the base medium, and a memory tag write device for data writing to the memory tags on or in the base medium. The base medium is moved along a first axis through or past the apparatus. At least a part of the memory tag write device required for communication with the memory tags is moveable relative to the base medium back and forth along a second axis substantially perpendicular to the first axis. The print head may be moveable relative to the base medium such that it moves back and forth along a third axis substantially perpendicular to the first axis, depending on the printing technology concerned.